

Subscription per annum \$2.00; Foreign \$2.50.

WALT DISNEY
AND PINOCCHIO

cn middle West, who never travelled far or read much, who developed an art form. He is a man sure of his touch, almost. He's a middle-

The other Disney is the maker of Pinocchio—A Hindu God employing

the arms and minds of over three hundred artists, writers, gagmen, musicians. This Disney is the centre of a whirling mad house of drawing boards, cameras, scripts, stage-sets and sketches.

Geppetto the woodcarver is a remarkable creation. He is almost a type, one of the little people of this world, who toil, and hope and fight the wars, and pray in churches, who pick the crops, or hurry home on the 5.55 every night.

Disney does not picture Pinocchio as the shabby, sadfaced, ugly nosed, heart filling character of the Italian fairy tale. In his place there is a sweet faced little creature, a human

—From The Saturday Review—

DRAMATIC CLUB MEETING

A successful meeting of the Drama Club was held Wednesday at the home of Miss Violet Hyde. The cast for the Play "Youth at the Helm" was selected. It is planned to produce the Play in the Fall.

The next meeting will be held April 29th at Miss Dorothy Graser's rooms.

All Passenger Car and Truck Plates will go on sale Monday, March 18th. Dealers can now obtain Public Service

The Red Cross Society will meet on Monday, April 8th in the Memorial Hall, at 8 p.m. An interesting talk will be given by Lt. Col. D. H. Tomlinson, Commissioner of the Red Cross, Soc-

CONFUCIUS SAY—LET'S DANCE—
Sonny Fry and his Gentlemen of
Music on Thursday, April 11th in the
Strathmore Memorial Hall, Sponsored
by Strathmore A. Y. P. A.

A Bachelors' Ball will be held in
Lighthouse Hall on Friday, April 12th.
Whitaker's Calgary Orchestra will

provide the music. Caps, balloons and novelties. Everybody welcome. Admission to married men and ladies FREE. Bachelors \$1.00. Supper provided free of charge.

MINSTREL SHOW AND DANCE—
Arnsland Community Hall, April 19.
Proceeds in aid of Curling Rink. Come and help a good community project.

Remember the Public Meeting in interest of Strathmore Creamery, Tuesday, April 9th in the Town Hall.

The Strathmore Sorosis Society will meet in the Town Hall Wednesday,

TAKE NOTICE— The Amateur Night and Quiz Contest planned by the Ladies Aid of United Church for Tuesday, April 9th has been postponed on account of road conditions to April 22. Keep this new date in mind and plan to be present. Hirtle's Theatre, Tuesday, April 23rd at 8 p.m.



MEN'S HIGH TOP BOOTS

● 16 INCH — ● 12 INCH AND ● 10 INCH
GREG AND LECKIE MAKES

MEN AND BOYS KNEE RUBBER BOOTS
GUM RUBBERS AND RUBBERS

New Lot of MEN'S WORK SHOES—
Priced ————— \$2.95, \$3.45, \$3.95 and \$4.95

Complete Stock of WATSON GLOVES, CANVAS
AND COTTON GLOVES.

New Lot of HARVEY HALL NECKWEAR—
Just Arrived— Priced at ————— 55c, 75c and \$1.00

Thos. E. Wright

Men's Better Wear

KING EDWARD HOTEL

WHERE EVERYONE FEELS AT HOME

PHONE No. 1— John Spiros, Manager

THE WORLD OF WHEAT

(By H. G. L. Stange)
Director—The Crop Testing Plan

In 1939 the "Crop Testing Plan" was in Alberta, Saskatchewan and Manitoba, in co-operation with the Dominion Experimental Farms, a large number of small plots of different varieties of wheat. Each plot was sown with exactly the same amount of seed, and the results of the yield were determined. The average of the plots, in bushels to the acre, in Alberta, where there was no rust damage, were as follows: Garnet 58; Red Bobs 54; Marquis 48; Thatcher 48; Remona 41; Remona 39; Remona 38; Marquis 23. In Saskatchewan, where black stem rust and a little leaf rust occurred, the yields were: Thatcher 42; Remona 39; Remona 38; Marquis 23. In Manitoba, where much black stem rust and much leaf rust occurred, the yields were: Thatcher 35; Marquis 18. The Dominion Experimental Farm officials state that the yield and quality data, obtained from these plots,

support the results that have been previously obtained in their own experimental Farm Station tests. An interesting test with these plots was made at the same time, of determining how much the usual growth of weeds robs the farmer of yield per acre. The results of this will be shown in a future "World of Wheat" article. MEDAL WINNING ANSWER: Behind the lines the troops were about to rehearse an important attack and were being addressed by the general. There are, he began, certain differences between a rehearsal and the real thing. In the first place there is the absence of the enemy. In the second — The general turned to the sergeant-major. Tell the men the second objective, he said. The presence of the general, remarked the sergeant-major promptly. NEW IDENTITY: "I am..." began a school boy. "I am..." corrected his English teacher. So the boy proceeded, "I am the ninth letter in the alphabet."

CERESAN. -

- Ceresan TREATERS

CERESAN TREATER FOR HIRE
FORMALDEHYDE IN BULK

OUR SALE OF KYANIZE WILL START IN
APRIL — LATER ANNOUNCEMENT

Strathmore Hardware

"The Store of Quality and Service."

M. A. RELLINGER, PHONE 54

Pot Pourri

Do didn't do,
Poor Jim Jay
Got stuck fast
In Yesterday,
Sighing he was
On cross-legs bent,
Never heading
The wind was spent.
Round reared the weathercock,
The sun drew in—
And stuck was Jim
Like a rusty pin...
We pulled and we pulled
From seven to twelve,
Jim too frightened
To help himself.
But all in vain.
The clock struck one,
And there was Jim
A little bit gone.
You scarce could see
A glimmer of his flapping
Handkerchiefs.
And when came noon,
And we climbed sky-high,
Jim was a speck.
Step-slipping by:
Come to-morrow.
The neighbors say,
He'll be past praying for;
Poor Jim Jay.

(Jim Jay, by Walter de la Mare).

SENTENCE SERMONS

To be left unmolested by Satan is no evidence of blessing.
Some hearts, like evening primroses, open more beautifully in the shadows of life.
God keeps His choicest cordials for our deepest faintings.
When men speak evil of thee live so that nobody will believe them.
Kindness is the music of the heart played on the keys of life.
Anyone can plant rainbows; it takes courage to plant acorns and wait for the oaks.
He who dares can do.
Live with God today, and you will not worry about tomorrow.
If we cannot strew life's path with flowers, we can at least strew it with smiles.
God will not look you over for medals, degrees or diplomas, but for scars.

— TRAIN SCHEDULE —

Strathmore—
Going West No. 1 8:57 p.m.
Going East No. 2 8:02 a.m.
Cardston—
Going East No. 4 9:08 p.m.
Going West No. 3 6:52 a.m.

Edmonton

SPRING

SHOW

APRIL 8—12

SINGLE FARE

for ROUND TRIP

(Minimum Fare 25 Cts)

from Stations in Alberta

APRIL 6—12

Except where no train

service April 6, tickets

will be sold April 5.

Return Limit

APRIL 15, 1940

CANADIAN

PACIFIC

SCOTT'S SCRAP BOOK

THIS IS

"THE PLASTIC AIRPLANE," CONTAINING PRACTICALLY NO METAL EXCEPT

THE ENGINE—THE BODY IS STAMPED IN TWO PARTS

(= TWO HOLES AND A HOLE)

OUT OF "DURAMOLD"

"THE BLURP" WAS A

MASSAURE, USED IN

AMERICAN COLONIAL DAYS

"THE AMOUNT

OF MOLASSES CALLED FOR

IN A RECIPE, WAS SPECIFIED

BY THE NUMBER OF "BLURPS"

"HE HAD AS MUCH AS 100

MOLASSES CAME FROM HIS

AN ELEPHANT

DID NOT REACH HIS FULL STRENGTH

UNTIL, ABOUT FIVE YEARS OF AGE

In The Community...

Contributing Services

Opinions expressed in these articles are those of the writer and not necessarily those of the Standard.

THE SOCIAL SCENE

THE SCHOOL AND COMMUNITY

Looking about us today we see a disorganized and confused society. Factories stand idle, while millions of people are unemployed and in need of the goods they might be producing. Low farm prices are driving farmers deeper into debt, while machine prices do not fall proportionately. Hundreds of thousands of youth are denied their rightful opportunity to earn and learn and to raise a family. In the industrial centres, large manumans contrast sharply with crowded slums. We see at most constant strife between capitalists and labor. A feeling of general insecurity and fear has descended upon the people of the earth, while over all, the only shadow of war, never far from us these past few years, threatens once again to engulf the entire world.

Truly something is wrong. Capacity to produce the goods and services men need has never been greater in the history of the world, yet we do not use this capacity. Governments are elected to remedy this situation, but are seemingly powerless to make any significant advances. The very multitude and diversity of remedial measures, would suggest that none is completely correct. In fact, we do not seem to be capable of constructive group thinking along social lines. There is confusion in the minds of every one of us. It is our contention, that the advance of science and industry during the past two centuries has been so rapid that it has outstripped the advance in social thinking. Society today is thinking of its problems in terms of ideas appropriate to past conditions. The result is inevitable confusion. The time has come when we must reorganize our thinking. We must modify our fundamental ideas to suit them to new conditions. We must discard ideas no longer applicable. In face of changing conditions we must have a social outlook capable of change itself. Such an outlook and its method of achievement will be sketched in our future articles. But first, we must analyze the changing social scene itself. Let us, in imagination, go back about two centuries. America presented a different scene then. A scattering of small independent farming communities dotted the eastern coast. The west was a vast uncharted tract of virgin wilderness. Land was to be had for the taking. The pioneer with his own sturdy arms, backed himself a home out of the wilderness, and by dint of ceaseless toil supported himself and his family. Production of necessary goods, centred around the home. Here were raised the sheep, whose wool went into cloth, and cut into clothing. Here were raised or gathered the necessary foodstuffs, home, implements, and furniture were hewn from the logs of the surrounding forest. Trade and money had little importance as nearly all necessities could be produced at home.

Contrast this picture with that presented by modern times. Today our civilization is becoming predominantly urban. Money, trade and business have become of major importance. All must necessities are produced in the home. The landholder or householder sells his goods or services, and with the money received buys his food and clothing, often brought to him from the other side of the earth, large industrial factories dominate the landscape in some areas, and a tremendous and intricate system of

transportation and communication has bound the earth into one economic whole. The intricacy and complexity of our modern industrial civilization defy understanding without long study. How different it is from the life of the pioneer! And this tremendous change occurred in the short space of two centuries. It is said that more changes have taken place in the past two hundred years, than in the preceding two thousand years. Is it any wonder that we have become confused?

While the pioneer was conquering a new continent, great things were happening back in Europe, particularly in England. Around the year 1700 began that series of fundamental inventions which were to revolutionize the world, and bring plenty for all within our grasp. Simon Newcomen and James Watt were perfecting the steam engine which was to replace the power of human and animal muscles, and which has since been developed to revolutionize transportation with the steamboat and steam locomotive. Michael Faraday and others were experimenting with electricity, and the fundamental discoveries were made which culminated through a long line of scientists and inventors in the telephone, telegraph, and radio, making instantaneous communication throughout the earth a reality. Other men were perfecting machines which doubled and quadrupled and finally multiplied many times the productivity of each person engaged in industry.

These developments gave rise to the factory system of production. As larger and larger machines were made, and as more efficient sources of power such as steam engine and electrical generator, were developed, we find these factories growing larger and larger. But large factories needed large supplies of coal, and so the corporation was developed. By this method many people contribute relatively small amounts of capital by buying shares. The whole sum is then managed by a board of directors and it is made possible to build a large industrial concern.

But large industrial concerns require huge volumes of raw materials and markets for finished goods. The industrial nations, (for industrialism was not long in spreading to other European nations and to America and Japan), combed the earth for these necessities, and rapidly developed their transportation and communication facilities. Undeveloped areas were seized upon and large empires arose, like ivory between nations for their territories necessitated standing armies and armaments.

In America, the scene was slightly different. Here the West supplied large undeveloped areas rich in raw materials, while the constant flow of immigrants supplied a market for rapidly expanding industry. Steadily the frontier was pushed back. In the East factories, and large commercial and financial centres arose. Mines were sunk, forests were cut down and land was broken and tilled, with great waste, in order to supply the growing demand. But the frontier could not last forever. The expansion could not continue indefinitely. The end had to come, and come it has. With what result?

The brief sketch presented in the opening paragraph provides the answer. Markets and raw material areas are no longer expanding. Large amounts of capital, drawn from industrial profits, cannot be profitably invested. Factories cannot produce at full capacity in face of the limited market. Thus men are put out of work and unemployment becomes a growing problem. The frontier is gone and industry has ceased expanding. These workers cannot, therefore, be reabsorbed into the economic system. Their support by relief causes unbalanced budgets and increasing public debt to private interests. Opportunities for youth to enter productive employment are sharply curtailed. Widespread poverty exists amid the greatest potential capacity to produce ever seen.

Transfer the frontier to Africa, Australia, India, Asia and the situation is seen to be essentially the same for Europe's industrial countries. In the widespread insecurity and unrest propagandists sway the public this way and that, with wild schemes for remedy. Meanwhile the burden on society grows too great and democracy is sold in many parts of the world. International rivalry sharpens as the available markets grow smaller, and the black cloud of war arises from the horizon.

What is to be done? It is evident that some fundamental reorganization of our industrial life is necessary. Factories must produce their goods and these must be distributed. We are faced with this inescapable problem.

USED MACHINERY

24-RUN DOUBLE DISC McCORMICK DEERING PRESS DRILL (Practically New)

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4-BOTTOM 14" TRACTOR PLOW

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10-FOOT CULTIVATOR



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Beef, Pork, Lamb, Veal, Fish, and Poultry.

— At Lowest Prices

Roberts Meat Market

PHONE 25 STRATHMORE

Here is a
FREE
BOOK



...to help
make poultry PAY

Every farmer should read this interesting and instructive book by R. M. Sloppe, B.S.A., Assistant Superintendent of the Dominion Experimental Farm at Brandon, Man. It is full of valuable information on poultry breeding, feeding and housing. It tells how to make and keep birds healthy and profitable. Drop in at the nearest branch of The Royal Bank of Canada for your copy. If more convenient, write.

THE ROYAL BANK OF CANADA

C. F. NICHOLL — Manager, STRATHMORE

Are we going to allow civilization to be eclipsed by totalitarianism and hope that we take our next step, that war, or we, every one of us, going of criticizing the ideas, ideals, and values, which are current in the world faced with this inescapable problem. These tremendous problems facing us today.

Cream Shippers - - ATTENTION!!

We will pick up your Cream and store it in the Strathmore Cold Storage Plant until Van leaves the next morning for Calgary. ●They are assigning a Special Room at 36 degrees for your protection. ●Our Van while on the road is insulated against heat and cold, thus assuring you of your Cream reaching the Creamery in Perfect Order. ●This service at absolutely no extra charge to you.

Ship "Economy" for Better Service and Cream Grades.

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PHONE 20,
OR SEE **GEORGE PALARDY**
INSURED AND BONDED

COAL FROM CONSUMER'S MINE
Delivered Per Ton at \$4.50

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Green Route Tuesday and Friday
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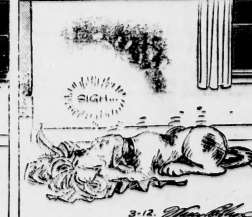
1939 Chev. Deluxe Sedan — 1938 Pontiac Sedan
1937 Chev. Sedan — 1938 Chev. 3-4 Ton Truck
In exceptionally Good Condition
1938 Ford 2 Ton Truck.
1932 Maple Leaf Truck, Reconditioned.
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PROMPT SERVICE—
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FRESH AND SMOKED MEATS
Beef, Pork—Veal
—FRESH FISH EVERY WEEK—
TEDDY'S TRIPE AND PORK PIES
Fresh Every Thursday
GEORGE SNAITH
Phone 43 STRATHMORE

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MUGGS AND SKEETER



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THE GRAPES OF WRATH AND JOHN STEINBECK

John Steinbeck, author of The Grapes of Wrath, one of the most talked of novels of the year—is a shy man by nature.
The sale of his book has exceeded 300,000 copies, the royalties from which have put him in comfortable circumstances—yet he lives simply.
Steinbeck has lived the life of the men described in his books. He has "ridden the roads," has travelled in the caravans of the poor and the outcast, he has travelled over much country looking for work. All this is believable to those who have read his books.
After his book Mice and Men, made him famous he visited New York where he received so much fuss and acclaim he escaped to Norway. He has since been living in California, the state which he slams in his book about the Joad family, and the state which became furiously angry over the picture which he painted of it in his book, The Grapes of Wrath.

This year we in Canada shall have a chance to see films of "Mice and Men" and "The Grapes of Wrath."
—Christian Science Monitor

"THE HELPFUL HEN"

At a time when Alberta's farm hands are still stirring drowsily following a long winter hibernation, when winter's harsh winds and blizzards have not yet subsided, when the summer sun is as yet unexplained, an animated and decidedly red crop is emerging from its shell and heading toward maturity.
Baby chicks tomorrow's income producers on thousands of farms, now being hatched in yet uncounted quantities.
Time was when the productive hen was looked on as a side line to provide eggs for the farm kitchen or an occasional fowl for dinner.
Times have changed and now poultry, particularly chickens and turkeys, are looked upon as a big subject to the farmers' yearly budget.
Not so long ago one farmer stated that as considering the cost of output—his hens paid better proportionately—than any other of his yearly crops.

PRIME MINISTER
PAUL REYNOLD IS CONSIDERED A "STRONG MAN"

Paris, March 25.—The new Government of Paul Reynaud, which got off to a shaky start last week, slowly is gaining strength as warring members of the Chamber of Deputies and previously critical sections of the Rightist Press rally to his support.
The one-vote majority which the Premier received in his first test in the Chamber Friday was increased to 17 as the official Journal disclosed that several deputies had switched their stand.

Publicly recording his support of the new Government, M. de Kerillis published in his newspaper, L'Espresso, an open letter to Premier Reynaud recasting that "we are friends."
He criticized the opposition for failing to appreciate M. Reynaud's services in placing French economy on a sound basis as Minister of Finance and for forgetting that "events always prove you (Reynaud) are right."
Other commentators urged that the Reynaud Government, which has pledged itself to a policy of "action" in pressing the war against Germany, be given an opportunity to show what it can do before being put to the test of another vote of confidence in the Chamber, which resumes April 2.

Ray Gordon (talking note): "What comes after 1940?"
Mr. McKenna: "1941."

"SEEDTIME AND HARVEST"
This is the name of a new Bulletin on topics dealing with agriculture in various phases. Dr. K. W. Neatly, recently appointed Director of the Agriculture Dept. of the West-Link Elevators Association, has a most interesting article on Farm Crops—From Research to Production.
Over 90,000 copies of this Bulletin have been mailed to farmers in the three Prairie Provinces and a careful reading will prove most helpful.
Agriculture—The Basic Industry—This industry is coming more and more into the limelight and farm products are holding the studied attention of research workers to an ever increasing degree.
The article on New Uses for Farm Products printed on another page is most illuminating.

Auction Sale

Paired with instructions from the owners, I will sell at the farm of W. SANDERS, 5 MILES EAST OF NAMAKA 15 MILES SOUTHEAST OF STRATHMORE
TUESDAY, APRIL 9th, — 1 P. M.

● 13 HEAD HORSES ●
Comprising—2 colts, 2 years old, 2 yearling colts; Balance are all Young Well Broken Work Horses in good condition.

9 COWS — 1 BROOD SOW
Fresh, & coming in. To follow in Apr.

MACHINERY
Double Diamond Gang Plow, Walking Plow, Diamond Harrows and Cart, Wagon and Rack, 20 Run M. H. Drill, Single Disc Drill, Dugger, New Vega Cream Separator, Cream Cans, Tools, Chains, Shovels, etc. Also quantity of Household Furniture.

Other Entries Accepted for This Sale
Terms Cash. No Reserve

ON. J. M. LEAN
Auctioneer—Phone E5191—W1194
License No. 138

Weekly Auction Sales held every Saturday at 1 p.m. at 1038, 10th Ave. E. CALGARY

COUNTRY SALES A SPECIALTY

Rockyford

The final of the ladies bridge series met at the home of Mrs. G. M. Hiltner on Friday night. Mrs. Muschler won high night. Mrs. Gibson won the average. The next evening of play will be held at the home of Mrs. Rolsh.

Mr. and Mrs. Stone spent the Easter holidays at the coast visiting their daughter and son in law Mr. and Mrs. Wallis Gibson.

Mr. C. Bradwell has returned home from a trip to Saskatoon where he visited his father.

Among those who returned home for the Easter holidays were Dolly Kennedy, Doris Williams, Bob Stone and Helen Deaton.

Mr. and Mrs. Erswell spent the week end in Calgary.

Miss Doris Williams is practicing teaching at the Tudor school.

IT'S NEADED
Lady (indicating aviator's parachute)—I really don't know how you can have fun that sick thing.
The suspense must be terrible.
Aviator—No, ma'am. It's when the suspense isn't there that it is bad.

SAFE DRIVER

At a presentation to company employees for safe driving records, H. S. McLaughlin, president of General Motors of Canada, revealed the other day that in 34 years of driving he has had no accident. Mr. McLaughlin's first automobile had no steering wheel—only a handle.

STANDARD OIL CO. TO DRILL
SECOND WELL NEAR BROOKS

After running wild for several weeks the "world's largest gas well," C. P. R. Princess No. 1 being drilled by the Standard Oil of British Columbia was brought under control last week. The well had been producing an estimated 65 million cubic feet of gas per day. It was said to have taken 4 1/2 tons of equipment to smother the immense flow.

It was announced from Calgary this week that the company now plans to drill in search of oil. Officials hope to locate an oil bearing strata about 600 feet below the present level.
A second test is also contemplated by the Standard company at a location ten miles south and east of the site of the Anglo-Canadian well which struck a considerable gas flow last year. A start on the new well may not be made until No. 1 is completed.

R. J. C. STEAD
TOURING WEST

R. J. C. Stead, Dept. National Parks, makes plans for opening Banff-Jasper Scenic Highway July 1st and also for the Big Bend Highway June 29th.

It is expected several members of the Federal Cabinet, Officials of the C. P. R. and C. N. R. together with U. S. officials will be present.
The Banff-Jasper highway opens to tourists some of the most majestic scenery of the Canadian Rockies.

This highway will attract thousands of tourists this summer is fully expected. Wealthy Americans, will plan this in their summer's travel, now that European doors are closed to sight-seers.

RED CROSS ACTIVITIES

The following knitted articles have been sent to the Provincial Branch of Red Cross in Calgary for the month of March.

Donations—
From the Sorosis Society, Strathmore—2 sweaters and 1 scarf.
Private donations—4 pairs child's mitts; 2 pairs large size khaki mitts; 2 small scarves.

Red Cross Knitting—5 sweaters; 5 Seaman scarves; 9 pairs grey mitts; 11 pairs socks, Seaman; 5 Seaman Helms; 2 Military Helms; 3 Balachin Helms; 2 khaki, 1 grey.

Further donations received but not yet sent in—1 Navy scarf; 1 Air Force, blue scarf; 1 bed pads, 6 towels, 12 arm slings, 4 hospital gowns, 12 pillow cases, 48 handkerchiefs, 12 bed gowns, 17 pyjamas, 60 pillow cases, 4 property bags.

To send and all who have contributed we again thank you.

Nightingale
Mr. and Mrs. Walter Mercer were guests of Mr. and Mrs. H. Hilton Sunday last.

Doris and Rosemary Hilton, spent Easter Week with their grandparents Mr. and Mrs. Hilton.

Ardenode
Miss Gladys James returned to Raymond Saturday last, after spending the Easter holidays with her parents Mr. and Mrs. E. James.

Friends of Mrs. P. E. Sarsons will be sorry to learn of her being confined to the Holy Cross Hospital for some time. We sincerely hope for a very speedy recovery.

Miss D. S. Brook spent Tuesday in Calgary busy with her dentist.

Miss Dorothy James is spending a few days in Calgary.

CANNED FOODS

"DON'T FORGET IRRADIATED CARNATION MILK"

DRIED PEACHES, 2 LBS.	25c
DRIED APRICOTS, 2 LBS.	25c
BLACK FIGS, per LB.	11c
PRUNES, MEDIUM SIZE, 2 LBS.	21c
PRUNES, EXTRA LARGE, 2 LBS.	27c
TENDERIZED PRUNES, 2 LB. PKT.	25c

For Babies
CARNATION MILK
Irradiated

CARNATION MILK—3 TALL TINS for 25c

PURE LARD, 3 LBS.	25c
3 Tall Tins Brimful MILK	25c
PINK SALMON, 2 Tall Tins	25c
GINGER SNAPS, 2 LBS.	25c

FRESH TOMATOES—CABBAGE—CELERY
HEAD LETTUCE—BANANAS

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ATTENTION!!
FARMERS & BUSINESS MEN!!

A Second Meeting of all interested in establishing a STRATHMORE CREAMERY will be held in the TOWN HALL, TUESDAY, APRIL 9th — at 8 p.m.

MR. McCALLUM, Dairy Commissioner for Alberta will give an interesting and profitable address.

Every Industry helps your town—Show your interest by your presence.

Under The Street Lamp
—Hey, Darrel, where are you going?
—Aw, I'm tired! Im
Wait a minute, I'll go and be tired with you.

Dunc Gordon says the future of "I give" is "you take."

Frances Gray: "Did you ever hear of the law of compensation?"
Tina: "No. What about it?"
Frances: "Well, if you go blind in one eye, the other always becomes stronger to make up for it."

Tina: "Oh, yes! you'll always notice that. When a person has one short leg the other is always longer."

I don't!
Thestrawberrawhitehouseparkingystem
isthatyoucangetoutofinellikehione.

Judge: "Are you innocent?"
Art Hay: "Of course not Judge. Are you?"

"I DON'T"
My parents told me not to smoke—I don't.

Nor listen to a naughty joke—I don't! I say made it clear I mustn't! At pretty girls, or even think About intoxicating drink—I don't! To flirt and dance a very wrong—I don't!

Wild youths chase women, wine, and song—I don't!
I kiss no girls, not even one! I do not know how it is done. You wouldn't think I had much fun—I DON'T!!

There is no other tobacco JUST LIKE
OLD CHUM

By WALLY BISHOP

Classified Advertising

per line 35c
 three issues \$1.00
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 EVENTS 50c
 CARDS OF THANKS, IN MEMORIAM
 NOTICES, etc., per line 50c
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 Case White Eggs per week. Apply
 Box 17, Strathmore Standard.

FOR SALE—ONE W-39 TRACTOR
 on steel, A1 shape; one 15-20 Tractor,
 ready to go, one 15-20 Tractor,
 just overhauled, one S.F.
 Massey-Harris Tandem One Two
 row. Apply Stanley Kerek, Strathmore.

● FOR SALE ●
 Rebuilt 15-20 McCormick Deering
 Tractor. 3 Bottom Tractor. 1930
 Massey-Harris Tractor. 8 ft.
 Tandem Disc. 8 1/2 ft. Massey-Harris
 Tiller. A full supply always on
 hand. Victory Oats and O. A. C. 21
 barley. — Apply —
 L. A. PHILLIPS
 Phone 415 ● CARSELAND



Church Notes

UNITED CHURCH OF CANADA
 Strathmore — Alberta
 Rev. V. M. Gilbert, B.A., B.D.
 Minister

Miss Edith Hirtle, L. A. S. M.,
 Choir Leader and Pianist

Sunday, April 7th, 1940
 11:30 a.m. — Worship and Junior
 Congregation.

8:00 a.m. — Worship and Junior
 Congregation.
 Subject — Differ. Love, Service.

11 a.m. — Sunday School.
 2:30 p.m. — Vespers.
 Subject — Neither Slave nor Rebel.

ST. MICHAEL'S & ALL ANGELS'
 CHURCH - STRATHMORE
 Incumbent —
 Rev. Leslie T. H. Pearson, B.A., L.Th.

April 7th—2nd Sunday After Easter
 8:30 a.m. — Strathmore.
 9:30 a.m. — Holy Communion.
 9:45 a.m. — Sunday School.
 1:30 p.m. — Evensong.

Carlsland—
 2 noon — Holy Communion.

SACRED HEART CHURCH
 STRATHMORE
 (10:15)

STRATHMORE—
 Mass every Sunday 10:30 a.m. ex-
 cepting first Sunday of the month
 when Mass will be at 10 a.m.

CARSELAND—
 First Sunday of the Month. Mass
 at 11 a.m.

REV. A. E. ROULEAU, P.P.

FRATERNAL
 THE CANADIAN LEGION
 No. 10 B.E. & L.



President — J. B. Watson
 Sec. Treas. — W. S. Peterson
 Hall Manager — James Swanson
 Meetings held the Second Tuesday
 of each month. All eligible welcome
 as members.

Risdon's Machine

RESIDENCE
 PHONE 2783

BUSINESS
 PHONE 2782

GENERAL MACHINISTS AND WELDERS
 ELECTRIC AND ACETYLENE WELDING

— CYLINDER REBORING —
 ALL WORK GUARANTEED

HIRTLE'S
THEATRE

FRIDAY AND SATURDAY
 APRIL 5th and 6th

GULLIVER'S TRAVELS

WEDNESDAY, APRIL 10th
 ALLEGHENY UPRISING

FRIDAY AND SATURDAY
 APRIL 12th and 13th

SWISS FAMILY ROBINSON

Freddie Bartholomew —
 and Edna Best

NEWS & COMEDY

FOR SALE—CHEAP, DWELLING at
 Chaswick, 7 rooms and bath. Appl.
 T. M. Wears, Barrister, Strathmore,
 Alberta.

FOR SALE—ONE GOOD DAIRY
 Cow, will freshen in a few days. Ap-
 ply John Warrack, Strathmore.

FOR RENT—DWELLINGS 3 ROOMS
 and 4 Rooms. Apply T. M. Wears,
 Barrister, Strathmore.

FOR SALE—ONE 20-RUN John
 Deere Press Drill; One 10-20 Mas-
 sey-Harris Spring Tooth Cultivator,
 power lift. Apply Jack Warrack,
 Chaswick, Alta.

FOR SALE—ONE MILK COW,
 Fresh, milking between 5 and 6
 millions a day; One McCormick
 Deering Cream Separator, in good
 condition; 2 Cream Cans; Several
 sets of harness and 14 inch. Gang
 plow. Apply H. Backs, Strathmore,
 Alberta. APRIL

FOR SALE—500 BUSHELS OF BAR-
 ley, 12 Tons of Home Hay; Apply
 Walter Mercer, Phone 1204.

FOR SALE—ONE 15-30 McCormick
 Deering Tractor; One 18-36 Fiat
 Parr Tractor; One Model D John
 Deere Tractor. Apply Massey-Harris,
 Strathmore, Stanley Kerek.

HUB

BILLIARD ROOM
 BOWLING ALLEY
 Tobacco and All
 Smokers' Necessaries.
 STRATHMORE
 R. HANBLY PROP.

Don J. MacLean

— AUCTIONEER —

Country Sales A Specialty
 Proceeds Promptly Settled
 ● Reasonable Rates ●

Financial Reference—
 Imperial Bank
 — PHONES —
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CHASE FUNERAL

HOME

(MOTOR EQUIPMENT)

PHONE 78—STRATHMORE
 PHONE M300—CALGARY

PHONE MEMO—

JAMES MORRIS
 FLORIST AND SEEDMAN

Cut Flowers For All Occasions
 Wedding Bouquets Floral Design
 Seeds, Bulbs, House Plants, Etc.
 331A 8th Ave. West, CALGARY

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 QUICK RESULTS

When Better Petroleum
Products Are Made They
Will Still Be Identified
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Maple Leaf Emblem

Buy from Your Authorized Maple Leaf Agent
 and Be Sure of Genuine Reliable
 Petroleum Products

YOUR Maple Leaf Petroleum agent was chosen to
 distribute Maple Leaf Petroleum products be-
 cause he's a resident of your own community
 ... because he pays taxes there ... and because he's
 a booster for your own home town. You'll find that
 he's reliable, efficient and a good all round citizen.
 You'll find, too, that his advice and the products he
 sells will save you money because he knows the
 kind of Maple Leaf Petroleum products that will do
 the best possible job for you.

Get To Know Your Maple Leaf Agent Better
 and Get Into the Habit of Asking Him for

MAPLE LEAF
 Gasolines — Tractor Fuels — Oils — Greases

ATLAS
 Tires — Tubes — Batteries — Accessories

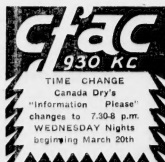
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 Alberta Agents, U.F.A. Central Co-operative Association

Renfrew Building CHARLES KEELING
 Agent for
 Strathmore and District Calgary, Alta.

Over The Top

Undergoing extensive training in the various phases of modern warfare



TIME CHANGE
 Canada Dry's
 "Information Please"
 changes to 7:30 a.m.
 WEDNESDAY Nights
 beginning March 20th



MEDICINE HAT
 And Return
 — \$3.65 —
 From Strathmore
 Correspondingly Low Fares
 from Intermediate Stations

GOOD GOING
 APRIL 12 — 13

RETURN UNTIL
 APRIL 15th

Good to Quebec only. No baggage
 checked. For additional informa-
 tion and train schedules, consult
 Canadian Pacific Ticket Agent

Canadian Pacific

BYRD HEADS HOME
FROM NEW BASE

Washington—Rear Admiral Richard
 E. Byrd, leader of the government's
 Antarctic Expedition, is on his way
 back to the United States after estab-
 lishing two winter bases in the Antarc-
 tic.

Expedition headquarters received
 word that Byrd was aboard the tug-
 ship Bear, which sailed with the sup-
 ply ship North Star from the east base
 south of Cape Horn. His return was in
 accord with plans announced before
 the two vessels left for the Antarctic
 last fall.

The Bear and North Star are head-
 ed for Punta Arenas, Chile. From
 there they are scheduled to go to Val
 paraiso, arriving about April 1st. The
 Bear is to sail for an Atlantic coast
 port through the Panama Canal, while
 the North Star proceeds to Seattle to
 prepare for its customary summer
 trip to Alaska for the Interior Dept.

Whether Admiral Byrd returns to
 the Antarctic next fall will be decided
 after his arrival home officials in-
 dicated.

FACTS ABOUT BIRDS ● ● ●

No bird of prey has the gift of song.
 The smallest humming bird weighs
 20 grains.

In all tropical countries the vulture
 is the natural scavenger.

Wild birds do not sing more than 8
 or 10 weeks in the year.

It is estimated that one crow will
 destroy 70,000 insects in a year.

In the city of Athens, 600 years be-
 fore the birth of Christ, a pair of pe-
 cocks were valued at \$125.

The stork has been known to perish
 in the flames of a burning house rather
 than desert its young.

The smallest egg is that of the Mex-
 ican humming bird. It is scarcely larger
 than a pin head.

The largest egg is that of the os-
 trich. It weighs three pounds and is
 considered equal to 24 hens' eggs.

A CLEAN SHEET ● ● ●

Finish every day and be done with
 it. You have done what you could.
 Some blunders and absurdities creep
 in—forget them as soon as you can.

Tomorrow is a new day. You shall be-
 lieve it well and severely, and with too
 high a spirit to be encumbered with
 a bit of remorse. — Emerson.

Hotel York
 CALGARY
 CENTRE ST. 7th AV.
 ALSO OPERATING
HOTEL ST. REGIS
 RATES \$1 and \$1.50 — WEEKLY and MONTHLY RATES

1	2	3	4	5	6	7	8
9	10	11	12	13	14	15	16
17	18	19	20	21	22	23	24
25	26	27	28	29	30	31	32
33	34	35	36	37	38	39	40

12-22

1. A Jewish month	18. Young girls 20. Ring	19. Expression 21. To put up	28. To bring down the foot
2. Desert in India	22. Elliptical	23. Infinitive	32. Branches of learning
3. Native of Cuba	24. Deadens	25. Kind of saw	33. Linger
4. Employ for wage	26. Pronoun	27. Kind of stock	34. Linguistic branch of
5. A dairy product	28. Wholly	29. Naive, inex- perienced	35. Hill (S. Afr.)
6. Covers with writing fluid	30. Noun	31. Naive, inex- perienced	36. Hill (S. Afr.)
7. To make a mistake	32. Throw off	33. A yawn	37. Narrow inlet
8. Always	34. A yawn	35. A yawn	38. Narrow inlet
9. Round note of the snail	36. A yawn	37. A yawn	39. Narrow inlet

Wife Preservers

To save wear and stretching on the
 pockets of sweaters, one housewife uses
 them on a cotton cloth in matching
 colors.

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WESTERN DEPT. STORE

PHONE 28 STRATHMORE - ALTA. PHONE 28

S. LIBIN - Manager

HERRING— 2 Tins 23c	COFFEE— Fresh Ground, 1 lb. 40c	SUGAR— 10 lbs. 75c 100 lbs. \$7.25
PEANUT BUTTER— Size 4 tins 45c	MILK— 3 Tall Tins 25c	FLOUR— Maple Leaf, 96 lbs. \$3.35
TOMATO SOUP— 3 Tins 25c	TOMATOES— Choice Quality, 2 Large tins 29c	BACON— Side, Sliced, lb. 32c
RAISINS— Seedless, 2 lbs 25c	PINE APPLE— Crushed, 2 tins 25c	MATCHES— Eddy's Silent, 3 Boxes 25c
PRUNES— Large Size 40 - 50, 3 lbs 33c 25 lb Box \$2.45	PEARS— 2 Tins 27c	ROLLED OATS— All Kinds, China Pkg. 25c
LARD - PURE— Burns' - 3 lbs 25c	PEACHES— 2 Tins 29c	BISCUITS— Sweet, Assorted, lb. 20c
SOAP— P. & G. 10 bars 47c	BLUE BERRIES— 2 Tins 27c	APPLES— 1 lbs 25c
TOILET SOAP— 5 Bars Toilet Soap, 1 Dish all for 25c	JELLY POWDER— 6 Pkgs. 25c	CELERY— Green, 1 lb. 11c
SODAS— 2 lb. Pkg. 33c	CHEESE— Canadian, 1 lb. 20c 6 lb lot, 1 lb. 19c	GRAPE FRUIT— Pink, 4 for 27c
SODAS— Wooden Box 39c	JAM— Plum, Pure— 4 lb Tin 42c	BANANAS— 2 lbs 25c
CORNER BEEF— Tin 15c	MIXED JAM— 4 lb Tin 42c	CABBAGE— New, 4 lbs. 25c
COCOA— Blue Ribbon, 1 lb tin 25c	LOGANBERRY PURE— Empress, 4 lb tin 48c	HEAD LETTUCE— Each 14c
COCOA—FRY'S— 1 lb tin 38c 1 1/2 lb tin, Fry's 21c	MARMALADE— 4 lb Tin 48c	POTATOES— Sweet, 3 lbs. 23c
CATSHUP— Aylmer, 12 oz. bottle 16c	BAKING POWDER— Nabob, 3 lb tin 50c 5 lb Tin 90c	ORANGES— Dozen 25c, 30c, and 35c, & 40c
		CARROTS— New, 3 bunches 25c
		RHUBARB— New, 3 lb 25c
		LEMONS— Large Size, Doz. 33c